

Tyler Norton

UX & Product Leadership

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Emmanuel College
BFA Graphic Design
Boston, MA

Summary

Skills

UX & Product Leadership, Product Direction, UX Design, Content Strategy, Branding, Teaching & Mentoring, Teambuilding, Graphic Design, UI Design, Information Architecture, Agile Leadership, Infographics, Data Analytics & Visualization, Creative Process Management & Enablement.

Apps / Languages

Figma & Figjam, Sketch, Adobe XD, Adobe Creative Suite, Miro, Trello, Jira, Github, Storybook, HTML/CSS, Wordpress, Drupal, Slack, and more.

Experience

Unqork / UX Design Lead

2021 - Current / Remote

Tools: Figma, Unqork

Platforms: Jira, Slack, Zoom, Confluence

I am the design team lead for all internal design systems and services. Our work focuses on alignment with platform abilities, documentation, and feature improvements. My team of internal and external designers are also responsible for building and implementing processes to improve our internal designers' processes as well as our DIY clients' understanding of designing with Unqork.

I lead designers and other contributors in the design thinking process using Miro and Figma to identify issues, brainstorm, prototype, research, refine and execute solutions. In addition to this, I am responsible for training others on how to lead these sessions effectively.

I also pair with the UX Engineering Lead in order to determine the best course forward for feature updates and backlog prioritizing.

Liberty Mutual (Solaria Labs) / Senior UX & Product Designer

2020 - 2021 / Remote

Tools: Adobe XD, Sketch, InVision, Figma

Platforms: Jira, Slack, Confluence, MS Teams & Office

I was a senior UX designer on a team of six UX designers. We all contribute across multiple applications, sites, and platforms within Solaria, however I am the principal designer for a mobile application launching soon. I work closely with product ownership, company leadership, and development in the agile workflow to determine the direction and priorities of the future of the application.

I both lead and participate in the design thinking process with design sprints in which fellow UX designers and contributors across disciplines use figma to identify issues, brainstorm, ideate, research, refine and execute solutions.

Additionally I have been going beyond my call as a UX designer to lead an effort to refine our analytics reporting as well, using my past experience and expertise in data analysis and information architecture to improve

our generated reports and analysis.

Chegg (Thinkful) / UX/UI Design Educator and Mentor

2020 - 2021 / Remote

I am a mentor for students in the 6 month boot camp programs for UX/UI Design, UX immersion, and Design tracks. This includes grading course work, creative reviews, conducting mock interviews, and lending insight as to what it is like to work in the field.

Thinkful and Bloc boot camps offer 6 months of courses and 6 months of career training and guidance. Mentors are paired with students throughout the entire process.

Mitrend / Creative Director & Strategist

2013 - 2019 / Remote

Tools: Sketch, Adobe XD, InVision, Illustrator, HTML/CSS

Platforms: Github/Gitlab, Atlassian Suite

I was hired as the principal creative to put a focus on our SaaS UX, UI, marketing, and branding as well as building out the creative team with new hires and team building and leadership.

Participated in and sometimes led an agile development process that included sprint planning, bi-weekly sprints, and daily stand-ups.

My responsibilities included shaping company and product strategic direction by being a major stakeholder in sprint planning meetings and high level strategic discussions with the tech lead and CEO. They also included leading a team of developers and designers to execute brand development and UX design creation and implementation using our agile development process.

Our SaaS platform had over 10k+ users including multiple fortune 50 companies and drove \$5b+ in revenue for our users.

Questex Media / Design Team Lead

2012 - 2013 / Newton, MA

Tools Used: Adobe Photoshop, Illustrator, InDesign, HTML/CSS, Drupal

Platforms: Jira, Microsoft Office Suite

I was hired as a UX/Graphic designer with four other designers. After three weeks, I was placed in the position of leading that group in projects, critiques, and overall project organization.

My responsibilities included leading team critiques, shaping the creative process, and producing final design specs and handing off to developers. I was also responsible for working with the project manager to create project plans, scope, and timelines.

I led our team with a more flexible creative process for rebrand projects and production of marketing material for 50+ industry leading trade shows and magazine brands.